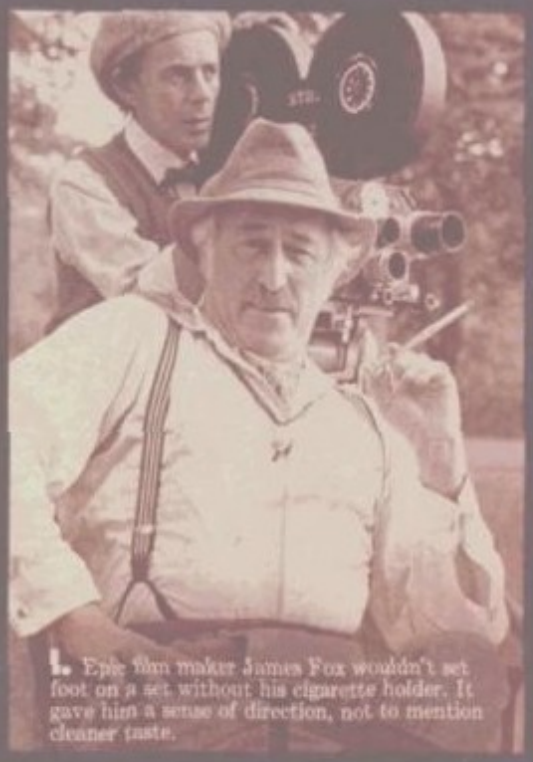
LEO BURNETT U.S.A.
Ad No. 360—Movie Director—100's only—Reg. No. 99010—1 page—4 color bleed—10 x 12¾ in.—Newspaper Supplements, 1974 (E)
Printed in U.S.A.

Parliament. The recessed filter cigarette.



1. Epic film maker James Fox wouldn't set foot on a set without his cigarette holder. It gave him a sense of direction, not to mention cleaner taste.

2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. It's our special effect.

It works like a cigarette holder works.

18 mg "tar," 1.2 mg nicotine av. per cigarette, FTC Report Mar.'74

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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